funkschau – crossmedia in the market for communications technologies

funschau – the monthly specialised trade journal for ICT professionals:
Your customers rely on funkschau!

funschau special issues report about key subjects and events in ICT:
Added value to read!

funschau.de – the IVW audited web service for communications technologies with 1.55 m page impressions per year:
News, products, experts knowledge – just one click away!

Meet the ICT decision makers from enterprises, system houses or VADs and expand your partner network:
The live stage for your core competence!
funkschau power for advertisers:

funkschau is powerful! funkschau meets the requirements of advertisers perfectly.

In Germany there are about 4,000 trade journals. funkschau ranked once more among the TOP 50 of the national top-selling professional journals in 2018. (according to HORIZONT, published May 2019).

THE medium for ICT decision makers:
- CEOs
- CTOs
- CIOs
- CFOs
- ICT decision makers
- system integrators

Industrial sectors:
ITC consulting, trade, banks, insurance companies, healthcare, public authorities and public institutions, system integrators, VAR / system houses / ITC specialist dealers, Industrial / consumer goods etc.

Everything ICT decision makers need
- call-/contact-center
- datacenter
- digital signage
- printer/MPS
- landline & mobile radio
- M2M/IoT/industry 4.0
- managed services/cloud
- test & measurement
- mobile solutions
- networks
- security
- software (CRM, ERP etc.)
- telephone systems
- unified communications & collaboration
- WLAN

funkschau is powerful!
- Top ranking: Once more among the TOP 50 of Germany’s top-selling professional journals (according to HORIZONT ranking May 2019)
- High circulation!
  Total circulation of 30,543 copies
  (Source: IVW Q3/19)
- Extensive online coverage: 1.55 million page impressions p.a. (according to IVW-Online 08/2018 – 07/2019)
- According to the latest reader survey, 82 percent of funkschau readers are involved in investment decisions in their company. (according to reader/user survey 8/2019)
- The funkschau newsletter reaches more than 7,500 recipients with each issue. (status 08/2019)

High credibility. Strong acceptance. A reliable partner for over 90 years.
Circulation audit:

Circulation breakdown: Copies per issue/annual average (July 1st 2018 to 30th June 2019)

| print run: | 36,000 |
| total circulation: | 35,547 abroad: | 422 |
| sold circulation: | 3,571 abroad: | 109 |
| subscriptions: | 2,524 members: | 1,560 |
| other sales: | 1,047 |
| controlled circulation: | 30,976 |
| remainder, archive and customer copies: | 453 |

Geographic circulation breakdown:

<table>
<thead>
<tr>
<th>economic region</th>
<th>share of total circulation</th>
<th>copies</th>
</tr>
</thead>
<tbody>
<tr>
<td>Germany</td>
<td>98.8%</td>
<td>35,125</td>
</tr>
<tr>
<td>Austria</td>
<td>0.4%</td>
<td>127</td>
</tr>
<tr>
<td>Switzerland</td>
<td>0.5%</td>
<td>169</td>
</tr>
<tr>
<td>other countries</td>
<td>0.4%</td>
<td>127</td>
</tr>
<tr>
<td>total circulation</td>
<td>100.0%</td>
<td>35,547</td>
</tr>
</tbody>
</table>

* except special issues

Structure of the domestic market circulation by Nielsen areas

Summary of the survey methodology:
Base (domestic total circulation) 35,125 = 100%
Period of analysis: July 2019

Subscription prices:
Domestic subscription: € 129.00
Overseas subscription: € 139.00
Single copy price: € 6.00

Nielsen Marketing Research
How many employees does your company or organisation have?

**company size**
- 500 and more: 17%
- 100 - 499: 20%
- 50 - 99: 24%
- 1 - 9: 17%
- 10 - 49: 21%
- no answer: 1%

Which industrial sectors does your company serve?

**industrial sectors**
- ICT consulting: 31%
- VAR, system houses, ICT retailers: 28%
- industry and consumer goods: 27%
- operators/service providers: 17%
- trade, bank, insurance: 16%
- organisation, public services: 22%
- science, education: 5%
- manufacturer of ICT infrastructure: 13%
- transport/logistics: 9%
- others: 10%

(Multiple answers possible)

What’s your main area of responsibility in your company?

**position**
- CEO: 21%
- CIO: 26%
- CFO: 5%
- head of ICT: 71%
- CTO: 9%
- system integrator: 18%
- others: 3%

(Multiple answers possible)

Analysis of recipients database funkschau (July 30th, 2017); base: constant recipients of funkschau
Which sources do you use for information about products, services and industry news concerning communications technology?

<table>
<thead>
<tr>
<th>Information Use Pattern</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Professional journals of editorial houses</td>
<td>83%</td>
</tr>
<tr>
<td>Newsletters of independent specialist media</td>
<td>33%</td>
</tr>
<tr>
<td>Websites of independent specialist media</td>
<td>56%</td>
</tr>
<tr>
<td>Manufacturer websites</td>
<td>58%</td>
</tr>
<tr>
<td>Manufacturer and supplier leaflets and brochures</td>
<td>38%</td>
</tr>
<tr>
<td>Manufacturer and supplier direct mails</td>
<td>14%</td>
</tr>
<tr>
<td>Exhibitions, events, congresses</td>
<td>38%</td>
</tr>
<tr>
<td>Internet platforms (user forum, portal)</td>
<td>28%</td>
</tr>
<tr>
<td>Seminars, workshops, training</td>
<td>18%</td>
</tr>
<tr>
<td>Mobile applications (apps) for smartphones and tablets</td>
<td>6%</td>
</tr>
<tr>
<td>Social networks (Facebook, Twitter, XING, etc.)</td>
<td>12%</td>
</tr>
</tbody>
</table>

(Multiple answers possible)

Have you ordered a product or a service as a result of an ad or an article in funkschau, or informed yourself in preparation for a purchase within the last 12 months?

<table>
<thead>
<tr>
<th>Action as a Result of Ads and Articles</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>No action</td>
<td>9%</td>
</tr>
<tr>
<td>Yes, informed myself in preparation for a purchase</td>
<td>41%</td>
</tr>
<tr>
<td>Yes, purchased once</td>
<td>16%</td>
</tr>
<tr>
<td>Yes, purchased several times</td>
<td>34%</td>
</tr>
</tbody>
</table>

(Multiple answers possible)

Which topics are you interested in?

<table>
<thead>
<tr>
<th>Interest for Topics</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Carrier infrastructure</td>
<td>74%</td>
</tr>
<tr>
<td>ICT services</td>
<td>86%</td>
</tr>
<tr>
<td>M2M communications</td>
<td>63%</td>
</tr>
<tr>
<td>Datacenter</td>
<td>68%</td>
</tr>
<tr>
<td>Mobile solutions</td>
<td>47%</td>
</tr>
<tr>
<td>Distribution / retail</td>
<td>43%</td>
</tr>
<tr>
<td>Measuring technologies</td>
<td>56%</td>
</tr>
<tr>
<td>Unified communications</td>
<td>79%</td>
</tr>
<tr>
<td>Digital signage</td>
<td>7%</td>
</tr>
<tr>
<td>Security</td>
<td>86%</td>
</tr>
<tr>
<td>Call-center / contact-center</td>
<td>67%</td>
</tr>
<tr>
<td>Printer</td>
<td>44%</td>
</tr>
<tr>
<td>Made in Germany</td>
<td>38%</td>
</tr>
<tr>
<td>Telecommunications equipment</td>
<td>91%</td>
</tr>
<tr>
<td>Cloud</td>
<td>81%</td>
</tr>
<tr>
<td>Smart home</td>
<td>69%</td>
</tr>
</tbody>
</table>

(Multiple answers possible)

Source: funkschau reader survey 9/2014, base=387
special issue

**Datacenter**

Data center managers are confronted with more and more construction sites. The top premise here is that performance has to go up, costs have to go down. Consolidation, virtualization, cloud and edge as well as efficient rack and cooling systems are topics that everyone should have on their screens. Fortunately, sustainability and green IT are also playing an increasingly important role, while stricter compliance and security requirements are increasing the challenge.

- cabling/infrastructure
- security (IT and physical)
- active components
- virtualization and consolidation
- energy efficiency
- energy supply
- carrier/interface
- managed services
- software defined data center
- monitoring
- cooling, climate
- storage, backup
- IT management
- power supply

**Perfect for your cross-media campaign:**

+ **special issue:** with more than 30,500 print copies delivered to the desk of key decision makers (Source: IVW Q3/19)

+ **microsite:** extensive online coverage of funkschau.de - 1.55 m page impressions (according to IVW online 08/2018 – 07/2019)

+ **special newsletter:** each mailing reaches more than 7,500 ICT key decision makers (status 08/2019)

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special issue

**Cloud & Managed Services**

The IT topology is undergoing a fundamental change - cloud services and the services of managed service providers have had and continue to have a significant influence on it. For companies, this opens up a wide range of opportunities, for system providers it opens up new fields of offer. Last but not least, the cooperation of those involved in IT projects is also changing.

The special issue Cloud Services & Managed Services highlights the potential, opportunities and risks of these developments.

- infrastructure, platform, software as a service
- monitoring, end-to-end security and compliance
- private, public, hybrid, multi cloud
- managed services
- strategic questions
- migration and implementation

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<table>
<thead>
<tr>
<th>special issue</th>
<th>publication date</th>
<th>ad closing date</th>
<th>deadline for print material</th>
</tr>
</thead>
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<table>
<thead>
<tr>
<th>special issue</th>
<th>publication date</th>
<th>ad closing date</th>
<th>deadline for print material</th>
</tr>
</thead>
<tbody>
<tr>
<td>C + MS</td>
<td>Apr 24, 2019</td>
<td>Apr 02, 2020</td>
<td>Apr 08, 2020</td>
</tr>
</tbody>
</table>
The special issue Digital workplace addresses all aspects and opportunities of the workplace of the future:

- unified communications & collaborations
- cloud-services
- requirements for the IT infrastructure
- security concepts around the digital workplace
- intranet strategies
- change management and employee development
- digitization strategies

The special issue offers orientation assistance in building and improving one's own security culture:

- network security
- malware protection
- mobile security
- security intelligence
- video surveillance
- access control
- data protection
- managed security
- SIEM
- user behaviour analysis
- security automation

Special issue
Digital workplace

Digitization is gradually penetrating the entire business world, breaking with silo mentality and requiring new ways and efficient tools for flexible collaboration. Modern work is efficient, digital and mobile - employees access business applications from multiple devices, anywhere.

The special issue Cyber security & data protection

In times of digitalization, security is essential for the success of a company. The paradigm shift in IT security from a pure cost factor to a business enabler and competitive advantage is becoming increasingly apparent. At the same time, cybercriminals are becoming increasingly professional and threaten to win the arms race with companies again and again. If one now considers the increasing complexity of IT systems and the shortage of skilled workers, the excessive demands - especially in medium-sized companies - are complete. But with the choice of the right solution and the ideal partner, even companies without a large IT department can breathe a sigh of relief.

Special issue
Cyber security & data protection

<table>
<thead>
<tr>
<th>Publication date</th>
<th>Ad closing date</th>
<th>Deadline for print material</th>
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<tbody>
<tr>
<td>Sep 25, 2020</td>
<td>Sep 7, 2020</td>
<td>Sep 11, 2020</td>
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</table>

Special issue
Digital workplace

<table>
<thead>
<tr>
<th>Publication date</th>
<th>Ad closing date</th>
<th>Deadline for print material</th>
</tr>
</thead>
<tbody>
<tr>
<td>Jan 31, 2020</td>
<td>Jan 13, 2020</td>
<td>Jan 17, 2020</td>
</tr>
</tbody>
</table>
## Customized Services

WEKA FACHMEDIEN’s new services offer you added value in terms of content and creativity, as well as a cross-media marketing portfolio across all industries.

### PR services/content creation

No matter whether you want to arouse curiosity, convince or inform - we support and mediate the creation of neutral, independent and tailor-made content. Convince with high-quality texts that are interesting for your target group, for example success stories, interviews, advertorials, professional articles, product presentations.

### Lead generation

Generate valuable contact data from potential customers, for example about: webinars, whitepapers, sweepstakes.

### Cross-industry media planning

Benefit from our numerous media brands in the form of target group and sector-spanning media planning within WEKA FACHMEDIEN.

### Translations

Professional translations are becoming more and more important with increasing internationalization. Have your documents, such as marketing materials, operating instructions or data sheets translated by our service providers for specific target groups and technical fields using the correct technical terminology.

### Event management

Use our professional all-round package for your events. Whether in-house trade fairs, roundtables, partner events or press conferences - we organise your tailor-made event. Our event services include among others: Conception, location selection, speaker placement, invitation management, catering.

### Social Media concepts

With a cross-brand concept, you can also reach your customers via our social media channels and network productively with your target group.

### Video and audio productions

Our own video team, which produces over 300 films a year, is at your disposal for film and audio productions of any kind as well as post-production and editing. Examples: Company presentations, trade fair films, interviews, product clips.

### Market research

Would you like to measure the success of a campaign? Or do you want to test the launch of a new product? Our individual market research tools, such as a copy test tailored to your needs or a targeted online survey, are at your disposal.

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**Contact:**

Marc Adelberg - Customer Brand Manager  
phone: +49 89 25556-1572  
e-mail: madelberg@weka-fachmedien.de
The search for the right network solution for the company has many possible approaches - and enormous potential. Different networking concepts and providers have their respective advantages and disadvantages. The basis is always the analysis of the demand for bandwidth, security, scalability and availability in order to launch intelligent networks. A functioning communications network within a company is just as important as network coverage in Germany in general.

The special issue of funkschau intelligent networked addresses fundamental aspects of the IT infrastructure:

- SDN/SD-WAN
- LAN
- MPLS, IPSec, ATM, frame relay
- VPN
- artificial intelligence / automation
- wireless LAN
- infrastructure, value-added services, quality of service
- broadband expansion
- network optimization, analysis and troubleshooting
- infrastructure, value-added services, quality of service
- broadband expansion
- network optimization, analysis and troubleshooting

The reader’s choice provides a mood picture of the areas:

- telecommunication systems
- UCC and cloud telephony
- telephones and smartphones
- call center and peripherals
- internet of things
- displays and monitors
- security
- server and storage
- data center
- network
- databases and document management
- printers and computers

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**special issue**

**Intelligent networked**

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- network
- databases and document management
- printers and computers

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**special issue**

**This is what winners look like**

In 2020, the funkschau editorial team is holding the twelfth readers’ poll “ICT Products of the Year” for the twelfth time and is once again nominating companies and their most successful and exciting products in numerous categories. The number of participants and the categories available for voting make the funkschau reader’s choice one of the most important barometers of the B2B market for ICT products.

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**special issue**

**Intelligent vernetzt**

In 2020, the funkschau editorial team is holding the twelfth readers’ poll “ICT Products of the Year” for the twelfth time and is once again nominating companies and their most successful and exciting products in numerous categories. The number of participants and the categories available for voting make the funkschau reader’s choice one of the most important barometers of the B2B market for ICT products.

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The reader’s choice provides a mood picture of the areas:

- telecommunication systems
- UCC and cloud telephony
- telephones and smartphones
- call center and peripherals
- internet of things
- displays and monitors
- security
- server and storage
- data center
- network
- databases and document management
- printers and computers

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Bereit für MiFID II?

Customised publishing – your tailor-made special issue

funkschau offers individual print and online communication solutions. We can create for you the ideal ad presence. The possibilities range from the customer publishing of complex solutions and products in booklets or advertorials to regular customer magazines.

Videos

Present your company in a short, professionally produced clip in web quality.
Use the media library and the high-quality editorial content of funkschau.de as a platform for your advertising!

Service:

- Length: ca. 2 minutes
- Post production & clip editing
- Placement of the clip in the media center of funkschau.de
- Full right of utilisation by advertiser

Video interview:

- Video interview with funkschau
  5 - 10 editorial technical and sales questions about your product
- cut 3-5 minutes
- placement in the funkschau TV channel
- Video optional for own usage

Rate: on request
The Digital Workplace Forum of funkschau: the event about the decisive facets of the workplace of the future. For a whole day, decision-makers from a wide variety of industries will learn about success strategies for digital work and how this corporate culture and business structure are shaping the future. The perfect platform for manufacturers, service providers and distributors to inform a top-class audience of experts about their strategies, technologies and solutions - in a unique atmosphere.

**Topics at funkschau Digital Workplace Forum:**
- digital workplace strategies
- unified communications & collaboration
- cloud services: private, hybrid, public cloud models
- mobile working
- data protection and compliance
- security concepts for the digital workplace
- change management and employee development
- big data, virtual reality, machine learning: What is in storage for the future?

**Present your solutions and strategies at the Digital Workplace Forum 2020, October 22nd in Fürstenfeldbruck.**

automated DC: Experience the data center of tomorrow. The new event format from funkschau and Grass Events provides IT managers with in-depth insights into the crucial technologies and strategies that will determine data center operations in the future. The two-day event bundles lectures, workshops, exhibitions and networking - and offers event partners a unique and top-class environment. In addition, funkschau will report in detail and via various channels on automated DC.

**Topics:**
- monitoring
- machine learning
- robotics
- AI
- digital twin
- datacenter management
- measurement, analysis & control

**Present your solutions and strategies at the automatedDC 2020, March 26th in Mainz.**
event service: creative & competent

Are you planning an event for your customers or partners? You would like to surprise with a different location?

Would you like a complete carefree event package?

funkschau is not just publication and web service. funkschau is also your full-service agency with added value. You receive promotion and professional organization performance from a single source - tailor-made according to your specifications.

The publishing house offers you a perfect stage for your performance!

event services (depending on the requirements)

- concept (in agreement with the customer)
- provision of suitable rooms in the publishing house (conference room for up to 60 participants with modern conference technology, foyer for reception and networking, own „beer garden“)
- organization and event assistance (incl. coordination of service providers, e.g. catering)
- support for layout and printing of advertising materials (ads, program, etc.) as well as banner production
- Cross-media promotion for your events via the funkschau channels print, online, newsletter
- If required, speaker support by funkschau editorial staff
- If required, video recording of your event

Rate on request (depending on the concept)
### Advertising formats and rates funkschau - please add valid VAT rate.

<table>
<thead>
<tr>
<th>Format</th>
<th>width mm x height mm</th>
<th>4c</th>
</tr>
</thead>
<tbody>
<tr>
<td>1/1 page</td>
<td>183 x 262</td>
<td>€ 8,995.-</td>
</tr>
<tr>
<td>bleed size</td>
<td>210 x 297</td>
<td></td>
</tr>
<tr>
<td>1/1 page advetorial</td>
<td>4,500 charcters + image + logo</td>
<td>€ 8,995.-</td>
</tr>
<tr>
<td>3/4 page horizontal</td>
<td>183 x 205</td>
<td>€ 7,250.-</td>
</tr>
<tr>
<td>bleed size</td>
<td>210 x 220</td>
<td></td>
</tr>
<tr>
<td>3/4 page vertical</td>
<td>140 x 262</td>
<td></td>
</tr>
<tr>
<td>bleed size</td>
<td>155 x 297</td>
<td></td>
</tr>
<tr>
<td>9/16 page/junior page</td>
<td>132 x 195</td>
<td>€ 5,495.-</td>
</tr>
<tr>
<td>bleed size</td>
<td>147 x 210</td>
<td></td>
</tr>
<tr>
<td>2/3 page horizontal</td>
<td>183 x 181</td>
<td>€ 6,510.-</td>
</tr>
<tr>
<td>bleed size</td>
<td>210 x 262</td>
<td></td>
</tr>
<tr>
<td>2/3 page vertical</td>
<td>123 x 262</td>
<td></td>
</tr>
<tr>
<td>bleed size</td>
<td>138 x 297</td>
<td></td>
</tr>
<tr>
<td>1/2 page horizontal</td>
<td>183 x 132</td>
<td>€ 4,895.-</td>
</tr>
<tr>
<td>bleed size</td>
<td>210 x 147</td>
<td></td>
</tr>
<tr>
<td>1/2 page vertical</td>
<td>87 x 262</td>
<td></td>
</tr>
<tr>
<td>bleed size</td>
<td>102 x 297</td>
<td></td>
</tr>
<tr>
<td>1/2 page advetorial</td>
<td>2,500 charcters + image + logo</td>
<td>€ 4,895.-</td>
</tr>
<tr>
<td>1/3 page horizontal</td>
<td>183 x 82</td>
<td>€ 3,560.-</td>
</tr>
<tr>
<td>bleed size</td>
<td>210 x 97</td>
<td></td>
</tr>
<tr>
<td>1/3 page vertical</td>
<td>53 x 262</td>
<td></td>
</tr>
<tr>
<td>bleed size</td>
<td>68 x 297</td>
<td></td>
</tr>
<tr>
<td>1/4 page horizontal</td>
<td>183 x 58</td>
<td>€ 2,785.-</td>
</tr>
<tr>
<td>bleed size</td>
<td>210 x 73</td>
<td></td>
</tr>
<tr>
<td>1/4 page vertical</td>
<td>37 x 262</td>
<td></td>
</tr>
<tr>
<td>bleed size</td>
<td>52 x 297</td>
<td></td>
</tr>
<tr>
<td>cover page + 1 advetorial</td>
<td>210 x 297</td>
<td>€ 11,999.-</td>
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<tr>
<td>2nd/3rd/4th cover page</td>
<td>210 x 297</td>
<td>€ 9,995.-</td>
</tr>
<tr>
<td>flap cover page</td>
<td>132 x 196</td>
<td>on request</td>
</tr>
<tr>
<td>flap inside</td>
<td>132 x 297</td>
<td></td>
</tr>
</tbody>
</table>

The bleed size of bleed off printed ads is at least 5 mm.

**Cancellation:** Cancellation for advertisements, bound inserts or loose inserts is possible free of charge until the ad closing date.

**Dates:**
- publication frequency: monthly, 12 issues
- publication dates: see schedule
- advert closing dates: see schedule

### Printing and binding technique, printing material:
- see technical data

### Publisher’s imprint
- **Publisher:** WEKA FACHMEDIEN GmbH
- **Publishing director:** Matthäus Hose, e-mail: mhose@weka-fachmedien.de
- **Editor-in-chief:** Stefan Adelmann, e-mail: sadelmann@weka-fachmedien.de
- **Sales director:** Eric Weis, e-mail: eweis@weka-fachmedien.de

**Volume:**
- 93rd volume/2020

**Publishing house:**
- WEKA FACHMEDIEN GmbH
- Richard-Reitzer-Allee 2, D- 85540 Haar
- Phone: +49 89 25556-1351, Fax: +49 89 25556-1656
- www.funkschau.de

### Discounts:
- **Frequency discount**
  - 3 or more insertions 3 %
  - 6 or more insertions 5 %
  - 9 or more insertions 10 %
  - 12 or more insertions 15 %
  - 18 or more insertions 20 %
  - 24 or more insertions 25 %

### Loose inserts:
- **weight:**
  - up to 25g per 1,000 € 290.-
  - up to 50g per 1,000 € 329.-
  - up to 75g per 1,000 € 372.-
- **including postage**
  - split-run up to 25g: 10% handling fee
  - split-run more than 25g: available on request

### Bound inserts:
- **4-pages** per 1,000 € 279.-
- **6-pages** per 1,000 € 322.-
- **8-pages** per 1,000 € 362.-
- **12-pages** per 1,000 € 392.-

**Total supplements and bound inserts will be charged to volume discount as one page (no discounts, no agency commission provided).**

### Tip-on postcards:
- **minimum format 1/1 page**
- 74.- € 0/00 gluing fee including postage (manual processing on request)

### Rate base:
- loose/bound inserts, postcards: 30,500 copies

### Island ads:
- b/w per mm € 22.60
- format content minimum 1 column 53 mm height
- 1 column minimum 44 mm height
- 1 column maximum 106 mm height
- 2 columns maximum 88 mm height
examples advertising formats

1/1 page
width x height
210 x 297 mm ◆
183 x 262 mm

2/3 page horizontal
width x height
210 x 262 mm ◆
183 x 181 mm

2/3 page vertical
width x height
123 x 262 mm ◆
138 x 297 mm

1/3 page horizontal
width x height
210 x 97 mm ◆
183 x 82 mm

1/3 page vertical
width x height
68 x 297 mm ◆
53 x 262 mm

Junior page
width x height
147 x 210 mm ◆
132 x 195 mm

3/4 page horizontal
width x height
210 x 220 mm ◆
183 x 205 mm

3/4 page vertical
width x height
145 x 297 mm ◆
140 x 262 mm

1/2 page horizontal
width x height
210 x 147 mm ◆
183 x 132 mm

1/2 page vertical
width x height
102 x 297 mm ◆
87 x 262 mm

1/4 page horizontal
width x height
210 x 73 mm ◆
183 x 58 mm

1/4 page vertical
width x height
52 x 297 mm ◆
37 x 262 mm

◆ bleed

add 5 mm per trimmed edge for bleed size
Overview advertising formats

Large-/Leaderboard
€ 175.- / 1,000 ad impressions (970 x 90 pixel, 150-300 KB)
€ 125.- / 1,000 ad impressions (728 x 90 pixel, 150-300 KB).

Whitepaper
Present your whitepaper in the editorial environment of funkschau.de and generate high-quality leads!
More information on page 23.

Billboard
€ 265.-/1,000 ad impressions (970 x 250 or 800 x 250 pixel, 150-300 KB)

Half Page
€ 220.- / 1,000 ad impressions (300 x 600 pixel, 150 KB)

Wide Skyscraper
€ 170.- / 1,000 ad impressions (160 x 600 pixel, 40-80 KB)

Medium Rectangle
€ 205.- / 1,000 ad impressions (300 x 250 pixel, 40-80 KB)

Halfpage Ad
€ 220.- / 1,000 ad impressions (300 x 600 pixel, 150 KB)

Online ad formats at a glance
www.funkschau.de/media/showroom
Video advertising

Benefit from the high click-rates on funkschau.de and use the media center as a platform for your adverts – for your pre-roll, overlay or trade show clip. Host your own video on funkschau.de!
More information on page 13.

Image gallery advertising

On request

Possible file formats: GIF, JPEG, HTML, PNG, Iframe, Redirect
Data correspond to recommended file size, max. 1 MB possible

Online ad formats at a glance

www.funkschau.de/media/showroom

Suppliers’ compass

Enterprises from ICT industry introduce themselves in the suppliers’ compass at funkschau.de. Customers get various opportunities: from a comprehensive company profile including images and videos right up to presentations of the latest events or exhibitions.
Secure your premium entry and be more visible for your customers!
More information on page 22.
Microsite

Create your own online presence with a microsite on www.funkschau.de. Present your products, articles and videos on your created site and benefit from the high coverage of funkschau.de.

Services:
- Product reports, professional articles and videos can be put online
- Infobox for seminars, job offers, picture galleries
- Free placement of banners on microsite
- Announcement and microsite link on funkschau.de homepage
- Max. 20 contributions displayable (changes possible)
- Page impressions on request

Customized Newsletter

Send your content exclusively to the recipients of the funkschau.de newsletter

The Customized Newsletter contains a picture, a message and a logo. Sender are funkschau.de and the advertiser. Profit from the high-quality newsletter address pool of funkschau.de.

Specifications:
- max. 1,500 characters (incl. spaces)
- subject line: max. 150 tokens
- max. 5 links possible
- picture: max. 270 x 200 pixels

Please send us your advertising material at least 5 working days in advance. Delivery address for advertising material: werbemittel@weka-fachmedien.de

Base price: € 1.490,-
+ per thousand recipients: € 270,-
(not discountable in each case)
Banner advertising

1.55 m. page impressions per year
(source IVW online 08/2018 - 07/2019)

**Wallpaper 1**
€ 235,-/1.000 ad impressions
Leaderboard (728 x 90 pixel)
+ Wide Skyscraper / Halfpage Ad (160 x 600 / 300 x 600 pixel), 80 KB

**Wallpaper 2**
€ 250,-/1.000 ad impressions
Leaderboard (970 x 90 pixel)
+ Wide Skyscraper / Halfpage Ad (160 x 600 / 300 x 600 pixel), 150 KB

**Fireplace**
€ 490,-/1.000 ad impressions
Top (990 x 90 Pixel), 150 KB
+ Wide Skyscraper left / right (160 x 600 pixel), 80 KB

Possible file formats: GIF, JPEG, HTML, PNG, Iframe, Redirect
All specifications correspond to recommended file size, max. 1 MB

**Top Position**
- mobile banner (6:1) 320 x 50 pixel
- mobile banner (4:1) 320 x 75 Pixel
- mobile banner (alternative) 320 x 100 pixel
- recommended: 80 KB

**Wallpaper**
- mobile content (6:1) 320 x 50 pixel
- mobile content (4:1) 320 x 75 pixel
- mobile content (alternative) 320 x 100 pixel
- mobile rectangle 300 x 250 pixel
- mobile interstitial 320 x 480 pixel
- mobile halfpage ad 300 x 600 pixel
- recommended: 80-150 KB

**Mobile Paralax**
320 x 600 pixel
recommended: 150 KB

Due to different pixel density of the devices, all banner formats can also be requested in double size

Price on request
Suppliers´ compass

Companies from ICT industry show their competences in the supplier’s compass of www.funkschau.de. It offers various possibilities to present your company: from a complete company portrait including images and videos to company events and trade shows. The exclusive ranking system ranks premium customers first when a product is searched for.

Your premium listing includes:
• company portrait
• contact data
• product portfolio
• images
• videos
• whitepaper
• event listings
• editorial mentions/articles
• ranking with logo in product search

Be up front - it’s on you!
Each product search concerning your company pushes your company as premium supplier inclusive logo to the top listing

rate: € 2,490.-/year
no discounts

Keyword booking
(context sensitive advertising)
(only with a premium listing)
for example ICT services, telecommunications equipment, unified communications, etc.

For every article that includes the keyword, an entry is placed in the infobox with your premium listing.

rate: € 990.-/year and keyword
(12 months max.)
no discounts
Whitepaper

Take the chance for lead generation - present your whitepapers embedded in the funkschau editorial environment. Upload and publication of your whitepapers is a free service. It’s on your decision to buy the generated leads.

- Infobox to announce the whitepaper
- Presentation of the whitepaper including your corporate logo within the download area
- Format whitepaper: .pdf, .doc, .xls, .ppt
- Company URL (linked to your website)
  Information page: headline, teaser and short description
  Format corporate logo: .jpg, .tif, .gif, .eps

Hosting for free
Leads available on request € 19.-/Lead

Optional: customised newsletter to registered users. Address interested users without waste coverage.

Webinar

Transfer specific know-how to your customers and actively involve your customers and prospects in this live event. Your audience can ask you questions via chat. Emphasize the advantages of your company’s products and competence in a dynamic and interactive presentation.

Services:

- Advance notice of the webinar in 2 newsletters of funkschau.de and in one category for one month
- Customised newsletter to qualified users
- Registration of users
- Technical realisation of the webinar and guidance to speakers
- One live broadcast incl. moderation
- Archived webinar is available for registered users as an on-demand webcast for download

Rate: € 5,990.- (no discounts)
Newsletter advertising

The weekly funkschau.de newsletters bring the latest news fast and precisely to your target group. More than 7,500* ICT decision makers receive tailor-made informations and expert articles. The newsletter is the perfect advertising platform to publish your product news end events.

* Status 08/2019

All newsletter ad formats are optimized for mobile devices.
The editorial staff of funkschau.de reserves the right to edit the articles in corporation with the customer.

Technical details at www.funkschau.de/media/showroom

Native Ad without logo

- visualization like articles
- header + text + URL
- picture: 225 x 127 pixel, max. 200 KB
- headline: 40 characters max. text
- 300 characters max., incl. spaces
- data format: PNG, GIF*, JPEG

Text Ad with logo

- visualization like articles
- header + text + logo + URL (max. 1 link)
- picture: 225 x 127 pixel, max 200 KB
- logo: 150 x 50 pixel
- headline: 40 characters max, text
- 300 characters max, incl. spaces
- data format: PNG, GIF*, JPEG

*GIF without animation

Ceribusam accae autempore dollamu saectia cor autenimus Ebis ma doluptur, tem exped ut magnis magni omniihic te pori duntum harum assunti numquam eiuem renis ratur sam si con re rendaes tuintia que volo eum quunt, nonet aut idunt quam quati denda ne cuptae sit et auta dit eum et
Printing technique / completion

printing technique:
Cover: sheetfed offset
Content:  role offset
Paper: upgraded newsprint paper
Processing: saddle stitch binding
Format: 210 mm width x 297 mm height
add 5mm per trimmed edge for bleed size
Type area: 180 mm width x 252 mm height

Place all picture elements (including logos, QR codes) 4 mm from the outer edge.
Files preferably as unseparated individual pages in PDF format V1.3 or V1.4.
Exact specifications can be obtained from the following contact persons:
Teresa Manuri, phone +49 89 25556-1482, fax +49 89 25556-1690,
tmanuri@weka-fachmedien.de
Stefan Buchner, phone +49 89 25556-1481, fax +49 89 25556-1690,
sbuchner@weka-fachmedien.de

Please transmit your digital data as a PDF via data medium (CD-ROM), e-mail or FTP.
For detailed specifications please ask your contact person.

file names should be given as in the example:
customer_funkschau_issue (e.g. company_funkschau_1_20)

Proof: Content proofs must be delivered in 4c based on the standard “PSO_LWC_Improved_eci.icc” for offset printing.
Cover proofs must be delivered in 4c based on the standard “ISOcoated_v2_eci.icc” for offset printing, unless we may not print your ad. The appropriate profiles may be downloaded at www.eci.org.

Small tonal value deviations are respectively within the tolerance range of the web offset printing. Black tone surfaces are to be underlined with 40% raster in cyan.
The correct proof parameters must be observed. Otherwise your ad can’t be realized with the common tolerances of the process. In case of questions or problems please ask your contact person.

FTP access: on request

Loose inserts / bound inserts / tip-on ads / CDs

Loose inserts:
minimum format: 105 mm width x 148 mm height
maximum format: in height and width 10 mm smaller than magazine
minimum weight: on request
maximum weight: 150 gsm for single leaf
positioning: best possible
Loose inserts must be delivered cut and folded as a finished product and be adapted for mechanical processing.
Placement possibilities: print run, part of circulation by zip-codes or by Nielsen areas.

Bound inserts:
minimum size: 105 mm width x 148 mm height
maximum size: format of the magazine
trimmed pages must have an additional 5 mm on each border to be cut off.
minimum weight: 100 gsm for 4-page-products
Placement only between the different sections.
Bound inserts must be folded and delivered in uncut format and be adapted for mechanical processing.

Tip-on ads:
Positioning on request.
Placement possibilities: print run and part of circulation of the tip-on ads by zip codes.

CDs:
Positioning on request.

Delivery date and delivery address for loose inserts, bound inserts and tip-on ads:
Please ask your contact person.

L.N. Schaffrath DruckMedien GmbH & Co. KG, Marktweg 42-50, D-47608 Geldern
Delivery note: please mark clearly: “loose/bound insert CUSTOMER, for funkschau-issue xy/2020”

Terms of payment:
2% discount for advance payment within 8 days after date of invoice or net payment within 21 days of invoicing

Bank details: HypoVereinsbank, München
Bank code: 700 202 70
Account No.: 35 704 981
IBAN: DE37 7002 0270 0035 7049 81
SWIFT (BIC): HYVEDEMXXX
VAT No.: DE 811 190 616
General Terms and Conditions for Advertisements and Advertising of WEKA FACHMEDIEN GmbH (August 2019)

1. An "order" in the sense of the general terms and conditions that follow is a contract relating to the publication of one or more advertisements in the WEKA FACHMEDIEN GmbH publishing house. The publisher reserves the right to publish blank space where such space is not available on the web sites of the publisher. These terms and conditions will also apply to an order for third-party inserts in the event of blanks or empty spaces. The publisher reserves the right to publish the booklets of the publisher or any of its agencies, in particular in the event of online advertising on the web sites of the publisher. These terms and conditions will also apply to an order for third-party inserts in the event of blanks or empty spaces.

2. Discernibly unsuitable or damaged ready to print copy and/or advertising material will not be recognized as an integral part of the advertising and will be returned.

3. The publisher may alter these terms and conditions at any time. They will inform their clients in good time of any alteration, at least one month in advance. The publisher reserves the right to alter these terms and conditions at any time.

4. The order will be concluded with the acceptance of the client's order by the publisher. Such acceptance may be in writing or by e-mail.

5. Should an advertising agency commission advertising orders on behalf of third parties, the contract will be concluded strictly with the advertising agency as the ordering party. The clients can be identified in the text by the word "Publisher". In case of doubt, the advertising agency will be named by the advertising agency as the ordering party and the issue of the order to the advertising agency verified in writing.

6. All offers are subject to change by the publisher. The offers are only binding on the part of the publisher in contracts and billing with advertising parties. The commission granted by the publisher may not be passed on to the client, either wholly or in part.

7. The client is not entitled to the inclusion of advertisements in certain numbers, certain editions or at certain places of the magazine. The client is free to insert an advertisement in a suitable spot, that was not otherwise allocated for an advertisement in a certain number, in a certain edition or for a certain place of the particular magazine. The requirement for this is a punctual availability of the ready to print copy. If the order cannot be performed in the particular number, the particular edition or at the particular place of the magazine, the publisher is authorized to insert in another number, edition or at another suitable place. Categorized ads will be printed in the particular column without the need for an express agreement.

8. Placement of online advertising will be made as reasonably seen fit with the greatest possible consideration of the client's interests. The client is not entitled to placement of advertising at a position of the particular web site. The publisher reserves the right to change the place of appearance of online advertising for technical or other comprehensible reasons.

9. In cases where a number of related files are sent, the client will ensure that these data are sent and/or saved in a common directory (folder).

10. All services rendered by the publisher are subject to punctual fulfillment and execution of obligations and assistance on the part of the client.

11. In the event of being a constituent part of the magazine or that contain third-party advertisements will not be accepted. Refusal of an order or advertising in the particular number.

12. The publisher may also identify it as such, in particular by the word "Anzeige" [Advertisement], and/or set it off from the editorial content to make its advertising nature plain.

13. In the event of wholly or partly illegible, incorrect or incomplete impression of an advertisement, the client may claim a manifestation of a fault substitute advertisement, but only to the extent to which the purpose of the advertisement was adversely affected. Should the publisher allow a manifesting replacement of the order provision or the order by, or if the client requests more terms and conditions of the contractual relationship, to adapt the affected terms and conditions to suit the purpose of the altered legal status of the advertisement.

14. If the art work is transmitted to the publisher digitally by a data medium, it will only be returned on special request to the client.

15. In cases of petty negligence the publisher and/or their auxiliary persons and legal representatives cannot be held liable for financial losses especially in terms of consequential damages, unpredictable or atypical damages and loss of profit. Otherwise in the event of financial losses in cases of petty negligence the liability of the publisher is limited to the payment to be made by the client. For claims under the Product Liability Act and for injury to life, body or health the publisher is liable according to statutory provisions.

16. All claims by the client of the publisher resulting from malperformance or insufficiencies of online advertising expire one year after the origination of such claims, that is unless they are founded on claims of deliberate negligence.

17. Proofs will only be supplied if expressly wished. The client bears responsibility for the correctness of the sent proofs. The publisher will include all error corrections of which they are informed by the print copy deadline or within a term agreed upon by the two parties.

18. If no particular sizes are specified, pricing will be based on the actual impression height that is usual for the type of advertisement.

19. If the client does not pay in advance, the invoice will be sent immediately or within 14 days of publication of the advertisement. Prices for advertising material are taken from the valid price list. Price reductions resulting from changed terms and conditions apply immediately to ongoing orders, price increases one month after announcement of the terms and conditions. If payment for online advertising is billed on a CPM basis, the publisher will inform the client on request of the number of ad impressions, the ad clicks and the click rate (ratio of ad clicks to ad impressions) of the web sites where the online advertising of the client is placed or, if payment is billed on a pay-per-click basis, of the number of actual clicks.

20. If a joint discount is claimed for affiliated enterprises, written evidence of the affiliation status of the client is necessary. Affiliated enterprises in the meaning of this agreement are enterprises which have a capital share of at least 50%. Evidence must be produced before claiming such a joint discount. Joint discounts for affiliated enterprises are subject in every case to express written confirmation by the publisher. Terminal names of the affiliation of an enterprise, that is to be represented immediately; termination of the affiliation of an enterprise also terminates any joint discount.

21. The client avouches that they are entitled to set the hyperlinks connected to the online advertising. The client furthermore affirms that they will not recognize or use the data of the clients that are potential recipients of the client's online advertising or of recipients of the client's advertisements or online advertising. The client consents to disclaim the client's responsibility on their employees. Should the client use special techniques such as cookies or tracking pixels to obtain or collect data from the information sources, personal data must be noted in accordance with the provisions of the German Telemedia Act (TMG) and/or of the Interstate Broadcasting Treaty (RStV) as well as the Federal Data Protection Act (BDSG) in the collection, processing and use of personal data.

22. The client must report evident insufficiencies of online advertising in writing within three workdays after said online advertising goes live; otherwise a warranty claim may no longer be possible.

23. In order the publisher may also identify it as such, in particular by the word "Anzeige" [Advertisement], and/or set it off from the editorial content to make its advertising nature plain.

24. In the event of wholly or partly illegible, incorrect or incomplete impression of an advertisement, the client may claim a manifestation of a fault substitute advertisement, but only to the extent to which the purpose of the advertisement was adversely affected. Should the client refuse a manifesting replacement of the order provision or the order by, or if the client requests more terms and conditions of the contractual relationship, to adapt the affected terms and conditions to suit the purpose of the altered legal status of the advertisement.

25. The client must report evident insufficiencies of online advertising in writing within three workdays after said online advertising goes live; otherwise a warranty claim may no longer be possible.

26. In order to the publisher may also identify it as such, in particular by the word "Anzeige" [Advertisement], and/or set it off from the editorial content to make its advertising nature plain.

27. If a joint discount is claimed for affiliated enterprises, written evidence of the affiliation status of the client is necessary. Affiliated enterprises in the meaning of this agreement are enterprises which have a capital share of at least 50%. Evidence must be produced before claiming such a joint discount. Joint discounts for affiliated enterprises are subject in every case to express written confirmation by the publisher. Terminal names of the affiliation of an enterprise, that is to be represented immediately; termination of the affiliation of an enterprise also terminates any joint discount.

28. The client must report evident insufficiencies of online advertising in writing within three workdays after said online advertising goes live; otherwise a warranty claim may no longer be possible.

29. If no particular sizes are specified, pricing will be based on the actual impression height that is usual for the type of advertisement.

30. If the client does not pay in advance, the invoice will be sent immediately or within 14 days of publication of the advertisement. Prices for advertising material are taken from the valid price list. Price reductions resulting from changed terms and conditions apply immediately to ongoing orders, price increases one month after announcement of the terms and conditions. If payment for online advertising is billed on a CPM basis, the publisher will inform the client on request of the number of ad impressions, the ad clicks and the click rate (ratio of ad clicks to ad impressions) of the web sites where the online advertising of the client is placed or, if payment is billed on a pay-per-click basis, of the number of actual clicks.

31. Payment is due within the term shown on the price list, that is unless from case to case a different term of payment or advance payment is agreed in writing. Any discounts for early payment are granted according to the price list. Agreed or allowed discounts for the insertion of an advertisement in the current issue will be granted only if the amount of the order is reduced accordingly, and then only if the reduction is granted immediately. In the event of cancellation within two weeks before the commence of insertion, the amount due will be reduced by 15% of the net value of the order; if the cancellation is agreed in writing prior to the commence of insertion, the amount due will be reduced by 30% of the net value of the order for cancellation less than two weeks before the commence of insertion; - 50% of the value of the order for cancellation within one week of the commence of insertion; - for cancellation after the commence ment of insertion 50% of the net value of the order that is still due at the time of terminating insertion of advertising. The price of online advertising already inserted will also be billed. Cancellation terms print: Cancellation is possible free of charge until the ad closing date.

32. All offers are subject to change by the publisher. The offers are only binding on the part of the publisher in contracts and billing with advertising parties. The commission granted by the publisher may not be passed on to the client, either wholly or in part.

33. In cases of petty negligence the publisher and/or their auxiliary persons and legal representatives cannot be held liable for financial losses especially in terms of consequential damages, unpredictable or atypical damages and loss of profit. Otherwise in the event of financial losses in cases of petty negligence the liability of the publisher is limited to the payment to be made by the client. For claims under the Product Liability Act and for injury to life, body or health the publisher is liable according to statutory provisions.

34. The client must report evident insufficiencies of online advertising in writing within three workdays after said online advertising goes live; otherwise a warranty claim may no longer be possible.

35. In order to the publisher may also identify it as such, in particular by the word "Anzeige" [Advertisement], and/or set it off from the editorial content to make its advertising nature plain.

36. If a joint discount is claimed for affiliated enterprises, written evidence of the affiliation status of the client is necessary. Affiliated enterprises in the meaning of this agreement are enterprises which have a capital share of at least 50%. Evidence must be produced before claiming such a joint discount. Joint discounts for affiliated enterprises are subject in every case to express written confirmation by the publisher. Terminal names of the affiliation of an enterprise, that is to be represented immediately; termination of the affiliation of an enterprise also terminates any joint discount.

37. The publisher is not responsible for delays in performance resulting from force majeure (strike, lockout, disruption of operations, etc.). After the date of obstruction the publisher shall immediately publish advertising in the next possible issue of the publication and online advertising, or wholly or partly withdraw from the contract. The client has no right to claims for compensation.

38. Any payment changes will be made by the publisher informing the client by e-mail. That also applies to any necessary alterations to this clause.

39. Any payment changes will be made by the publisher informing the client by e-mail. That also applies to any necessary alterations to this clause.

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<td>call- and contact center</td>
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<td>SEPTEMBER SPECIAL ISSUE CYBER SECURITY &amp; DATA PROTECTION</td>
<td>Sep 25</td>
<td>Sep 07</td>
<td>Sep 11</td>
<td>it-sa</td>
<td>cyber security</td>
<td>physical security</td>
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<td>OCTOBER</td>
<td>10</td>
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<td>managed services/ cloud-services</td>
<td>measurement</td>
<td>CRM/ERP</td>
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<td>Oct 23</td>
<td>Oct 05</td>
<td>Oct 09</td>
<td>hosting/housing</td>
<td>cabling</td>
<td>storage</td>
<td>datacenter-provider/-services</td>
<td>DCIM</td>
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<td>2020</td>
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<td>internet of things</td>
<td>artificial intelligence</td>
<td>headsets</td>
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<td>DECEMBER</td>
<td>12</td>
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<td>datacenter infrastructure</td>
<td>cyber security</td>
<td>digital workplace</td>
<td>data protection</td>
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<td>DECEMBER SPECIAL ISSUE „THIS IS WHAT WINNERS LOOK LIKE“</td>
<td>Dec 04</td>
<td>Nov 16</td>
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<td>Nov 16</td>
<td>Nov 20</td>
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